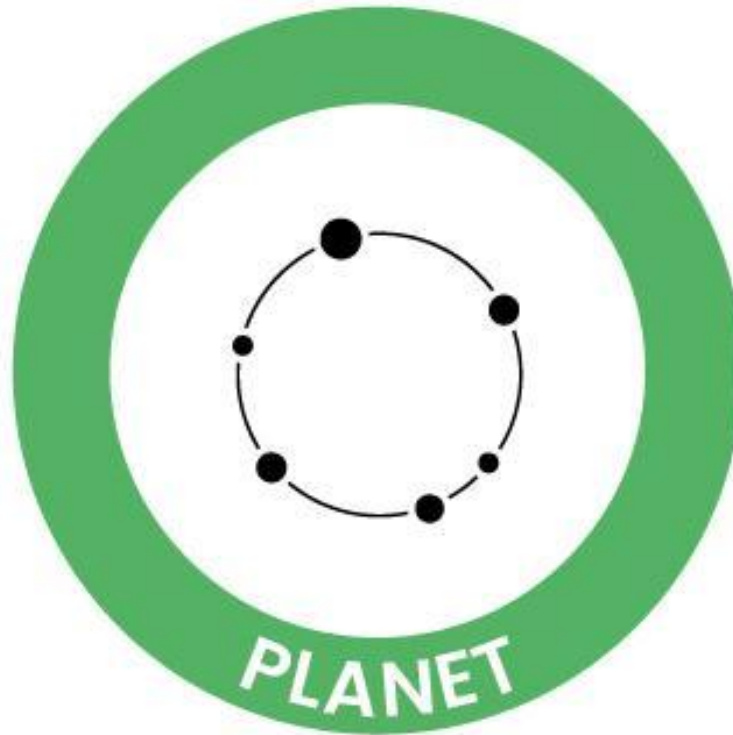
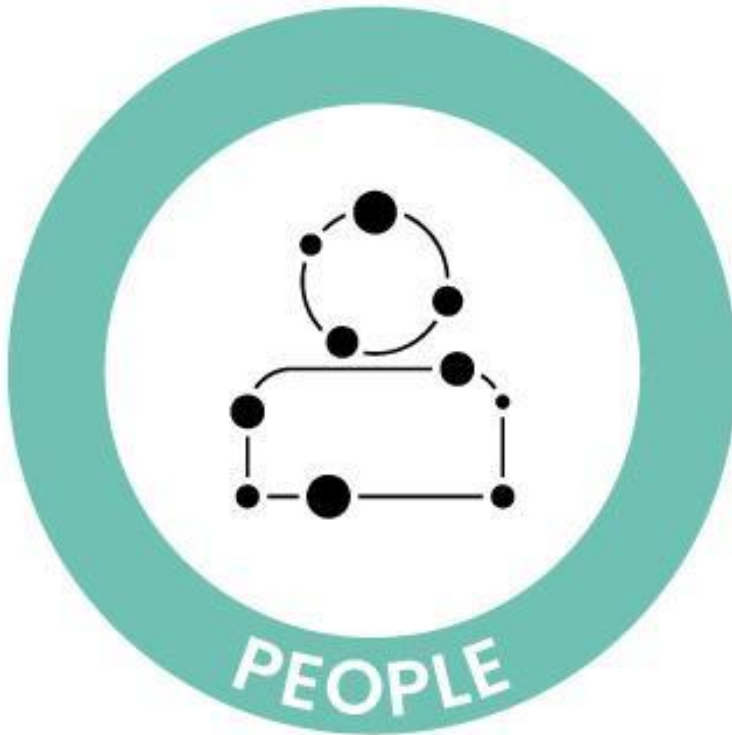


# Maia Growth Partners

Impact Report 2024/25





# CONTENTS

Introduction

From the Founders / Reflections

Our Why

About Us

We're Different

We have a Vision

Our B Corp Mission

Our Verified Score

Our Progress Overview

Our Focus Areas of Impact and Improvement

# Introduction

As we head towards the end of our second year as a B Corp certified organisation, and the year that B Lab are aiming to transform the way they implement the BIA (B Impact Assessment), it is clear that change is afoot, and as we all know there is nothing as constant as change!

The big change that a business makes as part of becoming a B Corp is its Articles of Association – taking the focus away from being purely about Profit, and to be balanced by focusing upon Planet and People, the Triple Bottom Line.

One thing we would love to see happen this year is the momentum behind the BBA (Better Business Act), by getting more to sign up to this [www.betterbusinessact.org](http://www.betterbusinessact.org)

In doing so, we can all work to encourage the new Government to make changes to the way everyone does business – to ensure we are taking care of our environment and the social side of the way we transact to be prosperous.

We have come a long way since we certified, and we will always continue to strive to be better in anyway we can, and we know the community around us is just one of the ways we will encourage ourselves and each other to be mindful of far more than profit.



J.N. Wren



D.J. Matthews

This year has remained a difficult year economically within the food and beverage industry with many of the headwinds we faced into last year having continued to challenge nearly every business in the sector.

We are still seeing the impacts of geo-political conflicts today, which has had knock on effects for supply chains and price inflation particularly, impacting the changing consumer preferences when it comes to engaging with what and how they eat and drink.

Many still feel the impact in the UK around the on-going labour shortages, which often have a knock-on effect to food safety and quality concerns, ultimately affecting how a brand or business is perceived.

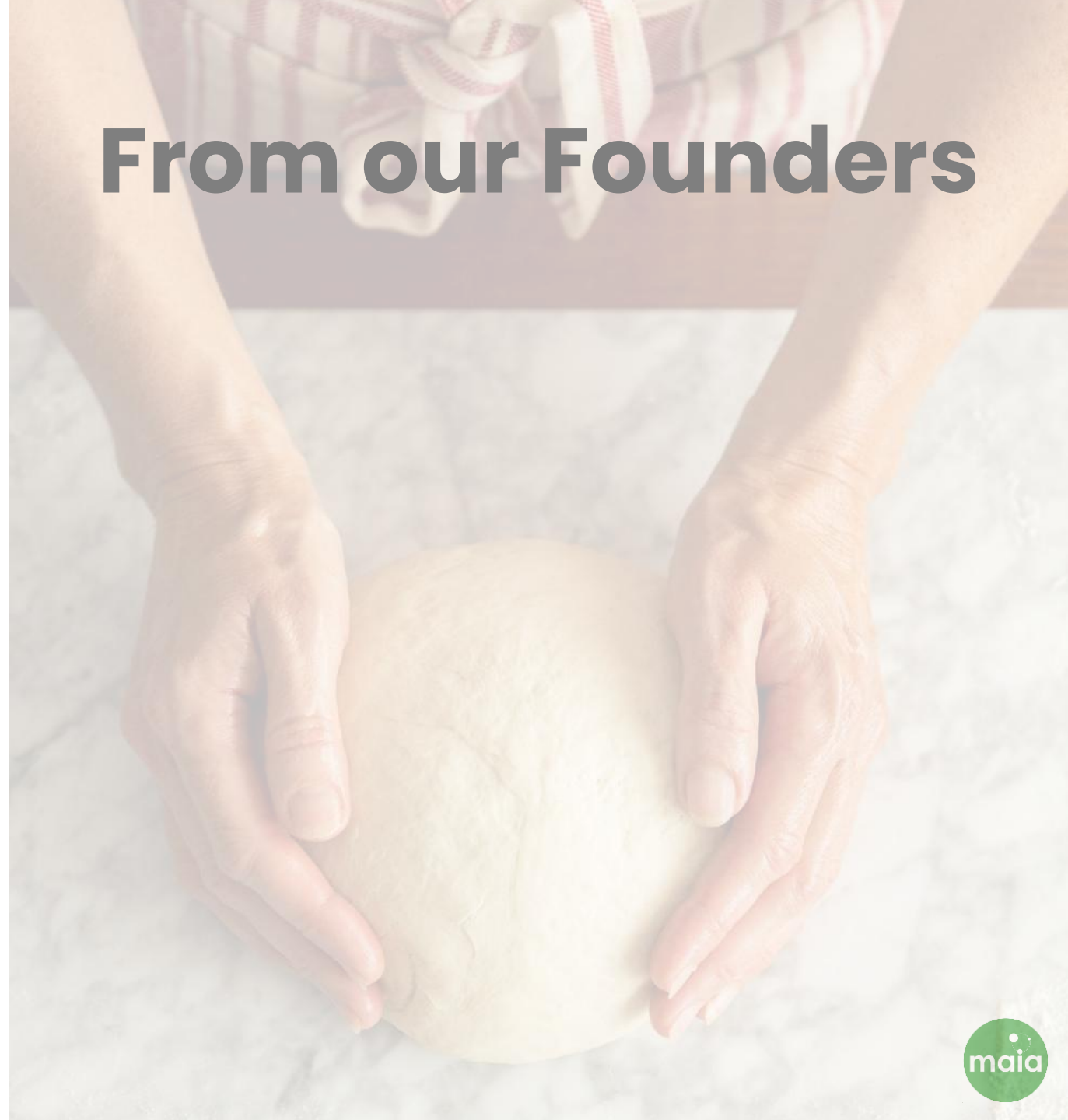
Keeping up to speed on regulatory compliance wherever you decide to trade is all consuming too for many small and medium sized businesses – as is keeping on top of cashflow and profitability to ensure your organization can not just survive but thrive.

Businesses need to be super clear on their PURPOSE, why they are doing what they do. GROWTH has been cited over the past few years as the main opportunity, as well as the main challenge by many local business leaders – whatever that might mean to them from where they are now and where they want to be in the future.

Some have visions and ambitions for the next few years, many for the next decade and beyond, but having the right data and insights to support the strategic direction can often be the stumbling block – learning from where you have come from, how your competition are doing whilst making assumptions around what they might do next, what might happen in the world around you, where you want to take your brand and business – these are all things which support your thinking and planning to make your business the strongest it can be.

And we can help.

# From our Founders





A person wearing a white apron is shown from the waist down, standing at a kitchen counter. They are using a large knife to chop vegetables on a wooden cutting board. The cutting board is filled with various fresh produce, including green bell peppers, red bell peppers, and other vegetables. The background is slightly blurred, showing more of the kitchen environment.

# Reflections

Food and farming are increasingly in the spotlight due to their links to climate change, extreme weather, and sustainability—most critically, their impact on global food security. With growing attention on land use, climate emissions, biodiversity loss, soil depletion, and crop yields, the focus is shifting toward regenerative practices that enhance resilience. This transition aims to build a healthier, more sustainable food ecosystem, ultimately shaping better diets and lifestyles for everyone.

Over the past year, we have strengthened our commitment to a more sustainable and regenerative future in food and farming by fully embracing the principles of the triple bottom line—People, Planet, and Profit.

Our efforts have focused on collaborating with key partners and supporting some of the most rapidly growing food categories, particularly the "Plant-Based" sector. This movement continues to be important, widely recognized for its benefits to both the environment and human health. As part of the Plant Based World Expo (PBWE) team, we contributed to the "Key Buyer Program," helping startups and scaling businesses refine their value propositions and market entry strategies for the UK.

In addition, our collaborations with organizations such as The Guild of Fine Foods, Taste of the West (TOTW), and The Farm Shop & Deli teams have provided valuable insights into emerging food and packaging trends. Through our participation in food awards judging panels, we've assessed product and packaging offerings, ensuring they align with a strong value proposition and are truly "fit for purpose" for both consumers and retailers aiming to create brand advocates.

Beyond our commercial work, we remain dedicated to pro bono and charitable initiatives. Engaging with educational institutions and food & drink (F&D) employer networks allows us to stay grounded and continuously advocate for sustainability within the industry.

# From the Founders

## Proud moments and improvement areas

### Achieved B Corp Accreditation – 99.9 score

**Prosperity Focused:** an area we have made improvements, and will keep momentum going...

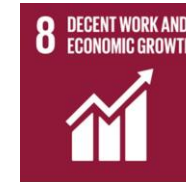
- Local Revenue increased to 97%
- Local Spend increased to 46%
- New Clients now 5

**Community Focused:** done good, can do better in a few places...

- 2 New start ups mentored
- 4 Individuals coached in career development
- 349 hours volunteering, nearly doubled this year
- 20 days spent food award judging, nearly a third up this year
- 240 CPD hours, up 20%
- Established “Friendly Foodies”, bringing together and chairing local food discussion

**Environmentally Focused:** moving in the right direction

- Carbon Emissions 5.1t, down 0.3t
- Best Practice Touches now stable at 14



## **We are Maia | B Corp Certified**

A progressive food and drink specialist team of trusted practitioners who enable you connect the dots to turn strategy into sales, and grow a purposeful, prosperous and sustainable if not regenerative business.

## **THE HEALTHY BOTTOM LINE: Triple Impact**

PEOPLE AND HEALTH – is this part of your purpose?

PLANET HEALTH – are you in tune with your ecosystem?

BUSINESS HEALTH – are you prosperous?

**BEING FIT FOR FUTURE IN FOOD AND DRINK MEANS  
WE CAN HELP YOU TO SAY YES**

# Our Why



# About Us



Whether you are aiming to **launch a new product**, a **new brand**, move to or start a **new factory**, or enter a **new marketplace**, we offer a **low-overhead, high-value service**, providing **knowledge and experience** gained working in and with start-ups and scaling businesses through to FTSE100 enterprises.

Our aim working with you is to integrate your world with our **fresh thinking and well-established skillset in the food and drink sector** right from the start; generating real **insights into breakthrough strategies** and bring original yet impactful ideas to your intended market - we think **shelf back, menu back, website back**...essentially how your offer will be presented to your shopper and consumer as well as intriguing your trade customer. Ideas that only come about by coming together.

With the ability to span the **full value chain** - a strong focus upon sales, marketing including innovation and product / portfolio development, customer service, operations including manufacturing, supply chain / logistics, and finance - we bring a **truly unique offer** which can help any business to **scale and achieve results**, whilst making a **positive impact** and shaping a **better business future**, for good.



## **AN IDEA OF SOME OF THE THINGS WE DO**

- Broad Capabilities & Deep Knowledge within F&D
- Full Value Chain Expertise and Experience
- Insight Driven Thinking, “Strategy as a Service”
- Consider the 3P “Triple Bottom Line” approach
- Evaluate “Where to Play & How to Win”
- Sustainable / Next Generation Growth Plans & Innovation
- Operational Efficiency & Effectiveness
- Supply Chain & Logistics
- Commercial Best in Class – all Routes To Market
- Leadership and Culture development
- Bespoke solutions for business and brand impact
- Seasoned food awards judging

# We're Different



# We have a vision



Inspire F&D brands, investors and retailers in each area of the industry, end to end, field to fork, to create a more sustainable future and move into regenerative approaches for better outcomes for people, the planet and prosperity.

- Facilitate the transition to a triple bottom line approach in the food and drinks industry, supporting regional (place-based) and category-specific (product-based) organizations with the tools and knowledge to grow sustainable and regenerative businesses, achieving their goals and leaving a positive legacy.
- Develop optimal ways to improve the health of consumers and the environment through everyday food and drink products, enabling responsible profitability for good organisations through efficient and effective practices.
- Provide scaling businesses with affordable fractional and project-based support across their value chain, ensuring a strong, insight-driven strategic approach, a robust action plan, and timely achievement of desired results.
- Support the realisation of a National Food Strategy in the UK; to enable SME's whilst partnering with national and regional food bodies to bring learnings as well as innovation and necessary disruption at each stage of the value chain to help make change happen.
- Collaborate with a diverse range of stakeholders, from agricultural to corporate and casual sectors to foster an inclusive approach to sustainable and regenerative practices.

We're focusing on supporting the transformation of the local and regional economy, particularly within the Food and Drink (F&D) sector, to spearhead a forward-thinking ecosystem in South West England. Engaging with food bodies, associations, charities, and businesses is key to creating a thriving and sustainable sector.

Some of the areas of concentration:

- 1. Collaborative Networks:** Building and strengthening partnerships between local food producers, suppliers, and key stakeholders to foster innovation and create shared opportunities.
- 2. Sustainability Initiatives:** Championing sustainable practices within the F&D sector, focusing on reducing waste, supporting ethical sourcing, and promoting local produce.
- 3. Educational Programs:** Supporting or initiating programs that encourage young entrepreneurs and businesses to innovate, develop new skills, and think about future-proofing the industry.
- 4. Marketing and Branding:** Strengthening the visibility of South West England as a leading hub for high-quality, innovative, and sustainable food and drink products. This could be a powerful tool to attract both national and international attention.
- 5. Policy Advocacy:** Engaging with local government and policymakers to ensure that the sector receives the support and investment it needs to continue growing..

# What next?

# Key focus

We aim to **Support Local Food Producers:**

A recent survey of regional food and drink organisations highlighted the evolving needs, challenges, and opportunities for SME food businesses. A key takeaway was the **importance of preparing for the future**, particularly in the context of **achieving net-zero goals**.

We regularly engage with our main stakeholders, focusing on two key themes: **the pressures facing food businesses and the opportunities for growth**.

## Two Key Actions:

- **Creating Community Spaces**

As co-chairs of *Friendly Foodies*, we foster safe, welcoming spaces where the food and drink community can come together for open discussions, shared learning, and meaningful collaborations.

- **Developing a Business Growth Program**

We are collaborating with our local *Food Group* to develop a targeted program that strengthens crucial areas of business growth. This initiative will equip business owners and leadership teams with the tools and knowledge to stay competitive, adapt to compliance changes, and navigate the evolving retail landscape. By addressing these needs, we aim to empower businesses to innovate and thrive in a rapidly changing environment.

# Our B Corp Mission

Make a positive impact for local and regional small and medium sized businesses, for the good of people, planet and prosperity to help drive sustainable growth.

Do more good, bringing purpose to develop and deliver sustainable business impact.



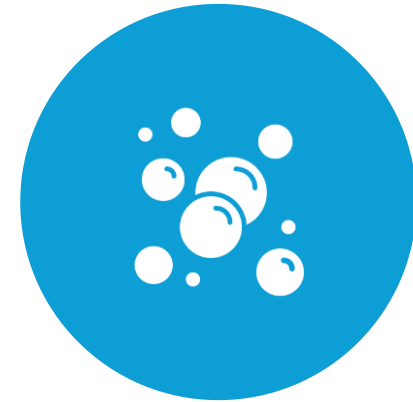
## GOOD FOOD FROM GOOD PEOPLE FOR GOOD PEOPLE (AND OUR PLANET)

We want to work with brands, food groups, charities, farming and manufacturing organisations who intend to make a positive impact in the world of healthy food, by looking ahead, inwards and around them to ensure they have their structures, ways of working and information needed to perform efficiently and effectively in good order.



## PURPOSE AND PROSPERITY

After formalising our commitment to ESG purposefully and with an eye on prosperity in every respect, we joined a growing network of companies using business as a force for good, and want to continue to instill this principle and approach in everyone we work with



## THINKING IMPACT BACK

Whether it's thinking how your product might work on a physical or virtual shelf and what it will need around it to be successful as a sustainable offer to your customers and community, we want to ensure we consider wisely the impact it will have, right the way back throughout the value chain.



# Our Verified Score 99.9

## Overall B Impact Score

Based on the B Impact assessment, Maia Growth Partners Ltd earned an overall score of 99.9. The median score for ordinary businesses who complete the assessment is currently 50.9.



- 99.9 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses

### Governance 21.8

Governance evaluates a company's overall mission, engagement around its social/environmental impact, ethics, and transparency. This section also evaluates the ability of a company to protect their mission and formally consider stakeholders in decision making through their corporate structure (e.g. benefit corporation) or corporate governing documents.

### Community 49.9

Community evaluates a company's engagement with and impact on the communities in which it operates, hires from, and sources from. Topics include diversity, equity & inclusion, economic impact, civic engagement, charitable giving, and supply chain management. In addition, this section recognizes business models that are designed to address specific community-oriented problems, such as poverty alleviation through fair trade sourcing or distribution via microenterprises, producer cooperative models, locally focused economic development, and formal charitable giving commitments.

### Environment 15.1

Environment evaluates a company's overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity. This includes the direct impact of a company's operations and, when applicable its supply chain and distribution channels. This section also recognizes companies with environmentally innovative production processes and those that sell products or services that have a positive environmental impact. Some examples might include products and services that create renewable energy, reduce consumption or waste, conserve land or wildlife, provide less toxic alternatives to the market, or educate people about environmental problems.

### Customers 13.0

Customers evaluates a company's stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels. In addition, this section recognizes products or services that are designed to address a particular social problem for or through its customers, such as health or educational products, arts & media products, serving underserved customers/clients, and services that improve the social impact of other businesses or organizations.

Mission & Engagement	3.0
Ethics & Transparency	8.8

+ Mission Locked 10

**What is this?** A company with an Impact Business Model is intentionally designed to create a specific positive outcome for one of its stakeholders - such as workers, community, environment, or customers.

Diversity, Equity, & Inclusion	12.6
Economic Impact	17.5
Civic Engagement & Giving	4.2
Supply Chain Management	1.7

+ Local Economic Development 8.2

**What is this?** A company with an Impact Business Model is intentionally designed to create a specific positive outcome for one of its stakeholders - such as workers, community, environment, or customers.

Environmental Management	2.8
Air & Climate	4.9
Water	0.2
Land & Life	1.0

Customer Stewardship 2.8

+ Impact Improvement 10.1

**What is this?** A company with an Impact Business Model is intentionally designed to create a specific positive outcome for one of its stakeholders - such as workers, community, environment, or customers.



# Our Progress Overview

What we have done to become B Corp Accredited, and what next...

	Impact Area				
	Governance	Community	Environment	Customers	Workers
	2023 Score: 21.8	2023 Score: 49.9	2023 Score: 15.1	2023 Score: 13.0	2023 Score: 0
What we said we would do	Maintain our overall mission, social as well as environmental impact, ethics and total transparency	Continue with our Networking and Knowledge sharing, professional development around D&I in the workplace	Support as many reductions in our footprint as we can, working towards carbon neutrality and regenerative business	Land new clients and offer our time for selected Events and Pro Bono projects which support our customer base in times of need	Founder lead and run organisation, treating ourselves as workers
What we did	Appointed a "critical friend" to advise, challenge and mentor the Founders. Established a quarterly review.	Continued formal volunteering, giving back our time where needed. Supported "disadvantaged in the workplace" and spoke on local radio and at Dorset COP.	Moved to hybrid (electric) vehicle use for shorter journeys.  Used public transport where possible for client meetings.	Attended PBWE to provide expertise to PB businesses aiming to grow.  Planning with local food groups for growth of local businesses.	Evolved "Partners in Good" linking with our trusted associates to work with us on key projects.  Completed our Carbon Literacy Training
What next	Look to publish the highlights (and low points to improve upon) from these sessions and include 3P / Client impact assessments.  Bring in a broader group of stakeholders, to offer feedback through outcome surveys.	Extend our reach through new events, including a diverse selection of co speakers to bring vitality to the region.  Kick start our initiative to support underserved groups in F&D and develop Friendly Foodies further	Develop a Regen focus for F&D organisations locally.  Keep our Scope 1 & 2 emissions in check and target zero as we grow.	Identify the organisations who aim to take the B Corp journey and start the Couch to 5k plans.  Begin formal client satisfaction survey to set targets and exceed them.	Look at our opportunity to extend the team with relevant people and roles to support the mission.  Collaborate with local food groups to meet our shared goals

# Areas of focus – Governance 21.8

**Governance** evaluates a company's overall mission, engagement around its social/environmental impact, ethics, and transparency. This section also evaluates the ability of a company to protect their mission and formally consider stakeholders in decision making through their corporate structure (e.g. benefit corporation) or corporate governing documents.

Mission & Engagement	3.0
Ethics & Transparency	8.8
+ Mission Locked	10

## What we said we would do

Maintain our overall mission, social as well as environmental impact, ethics and total transparency.



- Drafted a stakeholder engagement plan to review with a newly formed group of “trusted advisors”
- Formed an advisory group of individuals which includes a broader stakeholder representation to work through our engagement plan / policy
- We have worked with people who have backgrounds within micro, small, medium enterprises, food groups, award and event organisers, & publishers.
- Established a quarterly review with our trusted advisor.



- Look to publish the highlights (and low points to improve upon) from these sessions and include 3P / Client impact assessments.
- Bring in a broader group of stakeholders (our current and prospective customers), to offer feedback through outcome surveys more consistently
- Moved the frequency from quarterly to monthly with our trusted advisor.
- Be kinder to ourselves as we accomplish things to improve our impact and overall governance
- Begin our journey into B Corp re-certification therefore seeking verification.

# Areas of focus – Community 49.9

**Community** evaluates a company's engagement with and impact on the communities in which it operates, hires from, and sources from. Topics include diversity, equity & inclusion, economic impact, civic engagement, charitable giving, and supply chain management. In addition, this section recognizes business models that are designed to address specific community-oriented problems, such as poverty alleviation through fair trade sourcing or distribution via microenterprises, producer cooperative models, locally focused economic development, and formal charitable giving commitments.

Diversity, Equity, & Inclusion	12.6	
Economic Impact		17.5
Civic Engagement and Giving	4.2	
Supply Chain Management	1.7	
Local Economic Development	8.2	

## What we said we would do

Continue with our Networking and Knowledge sharing, professional development around D E & I in the workplace.

In  
2024  
we...

- Continued with our formalised volunteering initiative which improved significantly, giving back our time where needed, and tracking our volunteering time across several supporting areas for the community and industry.
- Supported “disadvantaged in the workplace” at various events to enhance the opportunities for all.
- Extended our reach through new events with speaking engagements at Dorset COP, Local Radio interviews in Dorset and Hants (Over 2k listeners).

In  
2025  
we  
will...

- Aim to further implement our new policy around supplier diversity and proactively improve our purchasing engagement
- Kick start our initiative to support underserved groups within F&D space on a local / regional level.
- Drive awareness for the under-represented F&D sector within the South West region
- Review who we bank with to see if changes are afoot to micro business with Credit Unions or B Corp banks
- Develop our new initiative “Friendly Foodies” further

# Areas of focus – Environment 15.1

**Environment** evaluates a company's overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity. This includes the direct impact of a company's operations and, when applicable its supply chain and distribution channels. This section also recognizes companies with environmentally innovative production processes and those that sell products or services that have a positive environmental impact. Some examples might include products and services that create renewable energy, reduce consumption or waste, conserve land or wildlife, provide less toxic alternatives to the market, or educate people about environmental problems.

Environmental Management	<b>2.8</b>
Air & Climate	<b>4.9</b>
Water	<b>0.2</b>
Land & Life	<b>1.0</b>

## What we said we would do

Support as many reductions in our footprint as we can, working towards carbon neutrality and regenerative business.



- Continued to work from home premises to reduce our overall emissions.
- Use public transport where possible for client meetings.
- Moved to hybrid (electric) vehicle use for shorter journeys.
- Continue our relationship with SME Climate Hub, Ecologi and the BBA (Better Business Act)
- Completed Carbon literacy training, and made a commitment on RSPO (ethical Palm Oil use) through EFECA
- Materiality assessment around our scope 3 emissions shows our client activities are in focus



- Develop a "Regen" focus for F&D organisations locally, to move the thinking from "Sustainable" to ensure we are gaining momentum behind giving back.
- Introduce the idea of Biodiversity training within the value chain across F&D organisations throughout the region.
- Keep our Scope 1 & 2 emissions in check and target zero and talk further about carbon literacy.
- Work more closely with our clients to highlight and focus upon scope 3 in their value chain



# Areas of focus – Customers 13.0

**Customers** evaluates a company's stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels. In addition, this section recognizes products or services that are designed to address a particular social problem for or through its customers, such as health or educational products, arts & media products, serving underserved customers/clients, and services that improve the social impact of other businesses or organizations.

Customer Stewardship      **2.8**  
+ Impact Improvement      **10.1**

## What we said we would do

Land new clients with a focus on sustainable / regenerative business across the region and industry, as well as offer our time for selected Events and Pro Bono projects which support our customer base in times of need.



- Attended PBWE in an advisory capacity to provide expertise to PB businesses aiming to grow.
- Moved to support local business to employ local people to support not only the organisation but also the community.
- Planning with local food groups for growth of local businesses by initiating a "Knowledge Hub" useful to their future strategic planning.



- Identify the organisations who aim to take the B Corp journey and start the "Couch to 5k" plans, enabling us to touch more people at pace across the SME world.
- Focus upon a "Regenerative Strategy as a Service" model to introduce more organisations to a new way of thinking and working.
- Begin formal client satisfaction survey to set targets and exceed them.

# Areas of focus – Workers 0.0

**Workers** evaluates a company's contribution to its employees financial, physical, professional, and social wellbeing, through topics such as payment of a living wage, benefits, employee health and safety, professional development opportunities and more.

## What we said we would do

Founder lead and run organisation, where we treat ourselves as we would treat anyone working with or for the organisation.

In  
2024  
we...

- Continued to progress Founder knowledge and professional qualifications to stay up to date and relevant, including Carbon Literacy for SME's and B Corp beyond the basics
- Brought in an extension to the "Partners in Good" group which has enhanced the offer in the wider F&D business community
- Extended the team with relevant people to support the mission.

In  
2025  
we  
will...

- Enhance our collaboration status with more local food groups, across each of the main counties, to meet our shared goals of supporting more organisations to prosperity including the greater focus towards people and planet too.
- Seek to grow our business development plans to bring in new opportunities to be able to extend the team formally